



# Trusted End-User Quality

Measuring end-user quality of experience  
for all your digital applications

- How do you track the perceived quality of critical applications?
- How much does a malfunction, a slowdown or downtime cost in terms of financial loss or brand image?
- How do you interpret user complaints?
- How do you identify what is behind a malfunction?

Throughout the world, ip-label.newtest solutions measure the **quality of IT services from the end user's point of view:** business applications as well as web and voice platforms, not to mention IPTV.

ip-label.newtest offers a full spectrum of measurement tools in license and SaaS mode to best meet the needs of each business.

As a **trusted third-party**, ip-label.newtest works with world-class enterprises and their service providers to ensure the performance of their **critical applications**, as well as with telecom operators and IT managers concerned with maintaining the robustness of their infrastructures.

In addition, ip-label.newtest's **independent institute** provides all the technical and human resources necessary to **certify** the measurement devices implemented. It thereby guarantees the reliability of measurements carried out by its customers internally and reports the correct performance indicators from IT applications.

Finally, ip-label.newtest **Consulting** teams assist enterprises in managing risks and reducing costs related to the **performance** of their critical applications.

Service Level Management

End User's Point of View

Service Level Management

End User's Point of View

Quality of Service

Service Level Management



Over 1500 direct and indirect customers throughout the world rely on ip-label.newtest to validate the end-to-end reliability of their digital services. ip-label.newtest customers include leading international companies from all sectors: public and private corporate accounts, telecom operators, major e-commerce players, web hosting companies, and others.

# TESTIMONIALS

## → Sodexo

*"ip-label.newtest's solutions have enhanced the performance of our 332,000 employees working in 80 different countries, who are operating in a context of great mobility, by making our worldwide communication environment more reliable."*

**Régis Soyer,**  
IT Director for the entity  
Sodexo Continental Europe

## → Orange Spain

*"ip-label.newtest's solutions help us to optimize our website's operation, particularly concerning the improvement of loading times. ip-label.newtest also enables us to speedily detect any problems thanks to its reporting and availability alerts."*

**Silvia Rodríguez Mata,**  
Webmaster, Orange Spain

## → Electrabel

*"In a market where customers are increasingly demanding and volatile, providers have to excel in terms of reliability. We have found in ip-label.newtest a partner who supplies us with trustworthy and clear data in a totally neutral way. This data allows us to identify any problems and act directly so that the end customer, whether professional or mass market, always receives optimum service."*

**Eric Van den Rul,**  
e-Business Manager, Electrabel



**Industry / Services**  
**Bank / Finance**  
**E-Commerce**  
**Public Service**  
**Operators / Media**

Motorola • Total • Sony • Ikea • L'Oréal  
HSBC • Barclays • Wellpoint • Fortis • Dexia  
PriceMinister • Thomas Cook • Mappy • La Redoute • Galeries Lafayette  
La Poste • European Parliament • City of Lausanne • Spanish Ministry of Culture • Pôle Emploi  
Vodafone • Colt • KPN • CanalPlus • Swisscom

# Measuring the Perceived Qu

ip-label.newtest solutions for monitoring service quality end-to-end, along with its exclusive consulting offer, help companies align their IT services with their business requirements.

## 1 Measurement Tools

Regardless of the configuration of your applications, organization or deployment constraints, ip-label.newtest has an end-to-end measuring solution that matches your needs:

- The **Newtest suite**, available in **license mode**, is designed to let ip-label.newtest customers deploy and operate **their own** metrology network.
- The **Datametrie suite**, available in **SaaS (ASP) mode**, provides businesses with a fully **flexible** service operated by professionals.



These solutions make it possible to monitor and measure the performance of all IT services: business and web applications as well as voice, mobile services, and television or video over an IP network.

## 2 Consulting

Experienced professionals in the performance of digital services (data, voice, video, etc.), ip-label.newtest consultants provide you with a **detailed analysis of the status of your QoS**.

They list areas for improvement with a view to achieving maximum return on investment.

- Load Testing
- Technical Audit / Diagnostics
- Complex Scripting
- Quality Management
- Analyses and Benchmarks



## 3 Customer Care and Training

**ip-label.newtest teams assist companies in implementing and operating Datametrie and Newtest solutions to ensure their optimization.**



The **support** teams have solid experience in telecommunications and IT networks. Their responsiveness, attention to customer needs, and ability to rapidly respond to unique situations represent an asset that allows ip-label.newtest to position itself as the **ideal measurement company to help with your QoS objectives**. Our multilingual team members speak Chinese, English, French, German and Spanish.

Designed for engineering and rollout teams, operations engineers and quality managers, **ip-label.newtest training programs** focus on QoS while making participants fully conversant with the functional characteristics of the Datametrie and Newtest suites, including analysis of performance indicators.

ip-label.newtest is recognized as a provider of professional training by the French Ministry of Employment, Work and Social Cohesion.

# Quality of Digital Services

## ➔ Business Activity Monitoring (BAM)\*

ip-label.newtest offers a wide range of reporting in decision-support mode or real-time displays to align IT services with business requirements.



An Executive Report dashboard

### ➔ Decision-Support Reporting: Executive Report

The Executive Report offer supplies a dashboard tailored to your business. It can be populated by metrics directly from ip-label.newtest measurement tools as well as by your company's internal metrics (measurement of the satisfaction rate, number of incident tickets, etc.).

### ➔ Real-Time Reporting: Operation Displays

IT production control rooms now have to monitor the operation of IT equipment in addition to supervising application services. Consequently they need operation displays offering a visual summary of data aligned with operators' work habits as well as the company's organization.



Operation Displays

(\*) Business Activity Monitoring, via real-time feedback and reporting, makes it possible to monitor a company's business from end to end and ensure that service level agreements with users are complied with.

## ➔ ISO Certification



In the context of its quality activities, it is essential for ip-label.newtest to be able to ensure its customers that the institute applies to itself a quality policy in line with the standards it upholds. To that end, ip-label.newtest has received NF ISO 9001:2000 certification for its entire metrology and consultancy business in the perceived quality of digital services.

This ranges from software design, validation and rollout to operation and production of measurements for ip-label.newtest customers. Compliance with security policies for customers' data is also included in the certification. Sales and sales administration processes also underwent audits.

## The contribution to ITIL processes

How can you maintain and improve the quality of IT service?

How can IT optimize its ability to provide the availability levels required by business units at a reasonable cost?

How can you restore normal service as quickly as possible?

The measurement of response times, availability of applications and, more generally, performance from the end user's point of view are all requirements included in ITIL.

ip-label.newtest's solutions contribute to the implementation of the following five ITIL processes:

- Service Level Management
- Availability Management
- Incident Management
- Problem Management
- Service Center

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## A Network of International Partners

**ip-label.newtest has established an extensive network of certified business partners throughout Europe, the United States and the world over.**

Thanks to our partners, we are able to overcome language and cultural barriers to understand the needs of our customers in terms of monitoring end-to-end digital applications. We consider our partners to be a natural extension of our in-house teams, who have renowned expertise in the field of application performance management. We are committed to establishing a strategic partnership based on mutual trust.

*"After 7 years' partnership, I would like to testify that ip-label.newtest is highly reliable and always willing to support our marketing, sales and pre-sales activities."*

**Kurt Bartsch,**  
CEO Devoteam Genesis,  
Switzerland